

Global Brand Value and Image Management Consulting Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Brand Value and Image Management Consulting market size is predicted to grow from US\$ 2423 million in 2025 to US\$ 4701 million in 2032; it is expected to grow at a CAGR of 10.4% from 2026 to 2032.

Brand value and image management consulting is a professional consulting service guided by a company's long-term strategy. Its core lies in systematically reviewing and enhancing the consistency between a company's brand value and its external image. This type of consulting typically revolves around brand positioning, value proposition, brand asset structure, visual and verbal identity systems, and internal and external communication guidelines. Through strategic diagnosis, audience perception research, and management mechanism design, it helps companies upgrade their brands from 'emotional image' to manageable, measurable, and sustainably value-added strategic assets. It is widely applied to group brand upgrades, corporate image reshaping during transformation, and brand governance and long-term value management during listing and internationalization processes.

United States market for Brand Value and Image Management Consulting is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Brand Value and Image Management Consulting is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Brand Value and Image Management Consulting is estimated to

increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Brand Value and Image Management Consulting players cover Interbrand, Landor & Fitch, IDEO, Pentagram, FutureBrand, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the “Brand Value and Image Management Consulting Industry Forecast” looks at past sales and reviews total world Brand Value and Image Management Consulting sales in 2025, providing a comprehensive analysis by region and market sector of projected Brand Value and Image Management Consulting sales for 2026 through 2032. With Brand Value and Image Management Consulting sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Brand Value and Image Management Consulting industry.

This Insight Report provides a comprehensive analysis of the global Brand Value and Image Management Consulting landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Brand Value and Image Management Consulting portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Brand Value and Image Management Consulting market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Brand Value and Image Management Consulting and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Brand Value and Image Management Consulting.

This report presents a comprehensive overview, market shares, and growth opportunities of Brand Value and Image Management Consulting market by product type, application, key players and key regions and countries.

Segmentation by Type:

Corporate Image Consulting

Brand Image Consulting

Personal / Executive Image Consulting

Segmentation by Service Scope:

Brand Positioning & Image Strategy Consulting

Visual Identity System Consulting

Communication & Media Image Consulting

Segmentation by Depth of Engagement:

Strategy-led Image Consulting

Design-led Image Consulting

Segmentation by Application:

Consumer and Retail Sector

Technology and Internet Sector

Industrial and Manufacturing Sector

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Interbrand

Landor & Fitch

IDEO

Pentagram

FutureBrand

Wolff Olins

Siegel+Gale

Studio Dumbbar/DEPT

Anagrama

Chermayeff & Geismar & Haviv

DesignStudio

Ogilvy Consulting

Publicis Sapient

McCann Worldgroup

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